

August 1957

Volume 36

Number 423

LABOUR ORGANISER

★ CONTENTS ★

When an Agent is Needed

Change in Reading Wards

Local Paper for Nothing

Sims on 'Times Roman'

An Original Election Address

PRICE FIVEPENCE

Situations Vacant

DONCASTER C.L.P. invites applications for the post of full-time Secretary/Agent. The appointment to be made in consultation with the National Executive Committee. Salary in accordance with the National Agreement. Application forms can be obtained from **Mrs. S. E. Keers, Trades Union and Labour Club, 7 North Bridge Road, Doncaster**, to whom they should be returned not later than 31st August, 1957.

SOUTHALL C.L.P. invites applications for the post of full-time Secretary/Agent. The constituency of Southall embraces the Borough of Southall and part of the Borough of Ealing. This is an interesting post calling for experience in all aspects of Labour Party work. Salary in accordance with the National Agreement. Application forms can be obtained from **Mr. E. J. Rohe, 31 Argyll Avenue, Southall, Middlesex**, to whom they should be returned not later than 31st August, 1957.

BUCKINGHAM C.L.P. invites applications for the post of full-time Secretary/Agent. The appointment to be made in consultation with the National Executive Committee. Salary in accordance with the National Agreement. Application forms can be obtained from the **National Agent, Transport House, Smith Square, London, S.W.1**, to whom they should be returned not later than 31st August, 1957.

MID-BEDFORDSHIRE C.L.P. invites applications for the post of full-time Secretary/Agent. The appointment to be made in consultation with the National Executive Committee. Salary in accordance with the National Agreement. Application forms can be obtained from the **National Agent, Transport House, Smith Square, London, S.W.1**, to whom they should be returned not later than 7th September, 1957.

MAIDSTONE C.L.P. invites applications for the post of full-time Secretary/Agent. The appointment to be made in consultation with the National Executive Committee. Salary in accordance with the National Agreement. Application forms can be obtained from **Mr. E. H. Rogers, 10 Market Buildings, Maidstone, Kent**, to whom they should be returned not later than 31st August, 1957.

LOWESTOFT C.L.P. invites applications for the post of full-time Agent. The appointment to be made in consultation with the National Executive Committee. Salary in accordance with the National Agreement. Application forms can be obtained from the **National Agent, Transport House, Smith Square, London, S.W.1**, to whom they should be returned not later than 14th September, 1957.

THE OLDHAM TRADES AND LABOUR COUNCIL invites applications for the post of full-time Organiser. The person appointed will work under the direction of the Agent, developing membership, collating election records and creating effective polling district organisation. The appointment to be made in consultation with the National Executive Committee. Salary in accordance with the National Agreement. Application forms can be obtained from the **National Agent, Transport House, Smith Square, London, S.W.1**, to whom they should be returned not later than 18th September, 1957.

MONEY—CASH BRASS—TIN

Call it what you like
IT'S ALL

FUNDS!!!

Send for our free fund-raising
samples, only 3d. postage, to:—

THE IDEAL PRINTERS
12 Midland Street, HULL

THE "FUND-RAISING"
SPECIALISTS

FULL UNION SHOP SINCE 1922
EST: 1919



it's a
PLEASURE
to SHOP
at the
LONDON CO-OP

FRIENDLY SERVICE · FAIR PRICES ... and of course the DIVIDEND

THE LABOUR ORGANISER

EDITOR: A. L. WILLIAMS

PUBLISHED BY THE LABOUR PARTY, TRANSPORT HOUSE, SMITH SQUARE, LONDON, S.W.1

VOL. 36. NO. 423

AUGUST 1957

PRICE FIVEPENCE

When an Agent is Needed

THERE has been a welcome increase in the number of agents employed by Constituency Labour Parties during the past twelve months. To some extent this is due to grants given under the scheme of help to the marginal constituencies, but it is usual for the full-time agency service to expand as a General Election approaches.

Near Ideal

Never in its history has the Labour Party got anywhere near the ideal of an agent in every constituency, and even with the present increase more than half of the constituencies do not employ an agent, though most marginals do have an agent, or share the services of an organiser.

Some safe seats probably have no need for full-time organising service, and many difficult seats simply cannot afford it. Indeed, no greater disservice can be done a local party than to persuade it to employ an agent when it is not really ready for such an appointment. Our agents have lagged behind in the race for wage increases since the war, but having an agent is a costly business and trying to raise his wages has bankrupted and demoralised more than one party.

There are, however, circumstances when it would be the height of foolish-

ness not to have full-time professional assistance. Some parties manage reasonably well without, as Cambridge does, according to the article on another page of this issue, but there are others which would suffer great damage if they attempted to get along without an agent.

Where there is a large individual membership, a full-time agent is required to maintain it and to ensure its active backing for party activities. In such a case, an agent is not a luxury: by his work the party is better off, both in terms of workers and money, than it would be if it relied on voluntary service only. The big membership parties, Woolwich, South Lewisham, Rochester and Chatham, York and the others will confirm this.

Limit Reached

There are other parties which have reached the limit of development possible by voluntary effort, boasting a substantial membership and a good electoral record. Such a party is likely to be blessed with first-class officers, whose time and energy will be taken up in keeping the machine running.

It is doubtful if merely to maintain activity and to deal with any breakdown is enough to win the Parliamentary seat, or to be certain of keeping it, if it is held already. Here, a good agent would be able to add that little extra needed for further progress in this direction.

Before an appointment is decided upon,

the party should accumulate sufficient funds, with such grants as may come from the sponsoring organisation or Head Office, to guarantee payment of the agent's salary for at least a year. Also, it will be necessary to prepare a budget, so that in the succeeding years the cost of the agency will not leave the party without sufficient funds to finance its extended activity.

Agent's Salary

If his salary for some months ahead is safely in the bank, the agent can give himself whole-heartedly to organising work, which may not show any return in the form of income for quite a while. Any agent worth his salt will be interested in raising funds, but if he is compelled to raise most of his own salary he will be tempted to devote time to this, in preference to basic organising, which is his real job.

A full-time agent will not solve all problems. If the voluntary officers give up, or even slacken their efforts, the party is likely to be worse off than it was before it paid an agent. If, on the other hand, the agent is regarded merely as a clerk, sending out notices for, and keeping minutes of, meetings and doing similar routine jobs, the party is wasting its money in employing him.

The agent's duties should be to co-ordinate the activity of the voluntary workers and to plan and carry through, with their co-operation, practical schemes for the recruiting of new members, collecting of subscriptions, improving electoral records and methods, and doing all those other things which are regarded as necessary for further expansion, but which the voluntary workers were not able to tackle.

A lot depends on the qualities of the agent. The Training Scheme is concerned with giving a grounding in the essentials of the job, but training is not the only thing that matters: there is the ability to inspire and guide others, and, above all, the power of self-discipline, which causes a man to stick at the real job without constant supervision, when it would be so easy to slack, or to engage in more pleasant, but less necessary activities.

Some Complaints

Concentration on the marginals has resulted in some complaints that seats which are not likely to be won at the next General Election are being neglected. There is some justification for this complaint, but the essential thing IS to win the next General Election, and the marginals are the key to success.

If the General Election is won, it will be

possible to devote more of the Party's resources to helping the difficult constituencies. At first, this help might take the form of the part services of an organiser to assist a local party to develop to the stage where the employment of its own agent is a practicable proposition.

Meanwhile, development will remain uneven and many constituencies will have to continue to rely on the voluntary efforts of their small bands of enthusiastic socialists.

Not to win the next election would be a disaster. If it is not possible to win seats next time where the majority against is small, there is little hope of building up sufficient strength in the backward areas to make future victories possible. By engaging in what might be regarded as nothing more than a skirmish, parties facing overwhelming odds will help to ensure the success of Labour nationally.

New Agents

THE following Agency and Organising appointments have been approved by the National Executive Committee:

MR. J. E. COWAN to Manchester, as Organising Assistant. Mr. Cowan, who is 32 years of age, has had most of his political experience in the Isle of Man, where he was Secretary of the Manx Labour Party. Recently he completed the full-time Agents' Training Course.

MRS. A. URQUHART to Glasgow, as Organising Assistant. Mrs. Urquhart has been active in the Scotstoun constituency, where she has been ward secretary, constituency secretary, and election agent in the 1955 General Election. Glasgow will now have two Organising Assistants, Mr. C. O'Halloran having been appointed eleven months ago.

MR. A. SCUTT to Mitcham. Albert Scutt, who is 39 years of age, previously was agent at Sutton and Cheam and has had 20 years' membership of the Labour Party, occupying many voluntary posts before joining the agency service.

MR. J. B. WHITE to Rushcliffe. John White recently completed the full-time Agents' Training Course. He is 25 years of age and has been active in Nottingham. Experience as agent in the local elections fired his ambition to be a full-time agent.

Local Paper Published For Nothing

FOUR months ago, in a conversation with a local newspaper editor, we eventually got around to talking of a local Party paper. The editor explained that the presses of a paper printed weekly are sometimes idle.

He undertook to print a monthly newspaper for the party free of charge. He would undertake to find the advertisers, we would find the copy.

The arrangement was to be fifty per cent advertising space and fifty per cent news space. We would choose the name of the paper and be responsible for the distribution.

We decided to name the paper *The South East Derbyshire Clarion*, and for it to be edited by me at the party office. Local parties were asked to appoint correspondents and the two Labour Council Groups did likewise.

Due to the fact that we wished to use the May issue in time for the local elections, the first issue, which was published in April, was rather hurried. Much of the material was copied from other papers. However it came out on the day.

We decided that, in the first place, we were not concerned with selling the paper. The advertisers (two very sympathetic Co-operative Societies were the mainstay) were only concerned that the paper be distributed. Local parties were asked to make their own arrangements for distribution.

One party had a leaflet printed to deliver with the first copy. Readers could then hand this to their newsagent if they wished a regular copy.

Local Newsagents

Another party dealt directly with local newsagents. Collectors took copies of the paper when calling for subscriptions. The main thing was to introduce the paper to the public.

However, the 'snags' arose! Having no means of transport and very little spare money, what was the best way to deliver large packages to more than a dozen places

in a very short space of time? This still presents a difficulty.

In most cases, someone from each party calls on a prearranged date for his supply. Fortunately, one-third of the electorate is based in the town where the paper is printed but unfortunately, in this town some of the news (Council, Trades Council, etc.) has already appeared in the local weekly newspaper.

Some local parties were slow in providing copy. Some of the copy was not good enough. How can you tell a comrade who has spent a long lifetime in the Party, that his very long article is not just the thing?

In spite of these difficulties, we had to keep in mind all the time that here we had a vehicle of propaganda which did not cost the party a penny. It had to be kept going. We printed 5,000 in the first place and disposed of 3,000. Instead of cutting back, we maintained the 5,000 and have now almost succeeded in disposing of all of them. We sell where we can and give away where we can't.

Some Doubts

Although I had some doubts in the first place about the private advertisers keeping up when they realised we were a Party publication, these are being maintained and the numbers increasing. Stately homes, private-hire bus companies — nothing is barred and they continue to use the *Clarion*, although it is the Co-ops that keep it going.

The beauty of the arrangement, from my point of view, is that I have no trouble about layout, etc. I simply hand the material to the printers and the professional newspapermen take over. This accounts for the fact that the layout is more attractive than most local party papers.

The question might be asked, does the paper make a profit from the advertisers and who gets it? The answer to this is—I don't know! We don't find the advertisers. We wouldn't know where to look.

We are quite satisfied to have this done free of charge and to retain all of the 1½d. obtained from each one we sell. Free propaganda and a small profit, too! We can't complain about that.

J. MAXWELL

TRAIN OUR FUTURE OFFICERS

says G. H. Williams

MUCH has been written—and spoken—about the training of Party officers. Based on practical experience, the advice given in the Organisation handbook, and in innumerable articles in the *Labour Organiser* and elsewhere, has helped many of our officers, and particularly our party secretaries, to achieve a commendably high level of efficiency in their job.

Naturally, the standard of efficiency is bound to vary considerably. The degree of enthusiasm and a possible natural aptitude for such work, as well as other personal qualities, all help the officer to get the maximum results from his labours.

In earlier years, the majority of our secretaries—including the writer—had to learn their job the hard way, with little if any help from outside; but that is no reason why we should expect our successors to do likewise. In any case, conditions today make it much more important to ensure that the time which our voluntary officers are prepared to give to the movement should not be frittered away in the process of learning by trial and error.

'Too little and too late': that was a familiar phrase during the last war, and so far as the training of potential officers is concerned, the phrase is applicable to too many of our parties today.

First-rate Secretary

You may be fortunate—as many parties are—in having a first-rate secretary whose duplicated minutes and reports are models of clarity, accuracy and brevity; whose meeting notices always give details of the agenda, and whose records and correspondence are always up to date.

But what happens if he suddenly packs up? Maybe he's leaving town, or some domestic problem arises; it might even be a 'bust-up' in the local party meeting—and—hey presto!—no secretary.

Faced with such a situation, have you someone trained and ready to take over, or does some loyal member, already overburdened with umpteen other jobs, reluctantly agree to take over 'for the sake of the party'? Of course we're grateful to him,

but he—and everyone else—knows that he hasn't the time to do the job properly, but before you can say 'next business' he's elected.

Now there may well have been some other member present who, through modesty or lack of experience, did not volunteer to step into the breach. There may even have been another member who could have done the job quite well, but he also kept quiet because he underestimated the contribution which a good secretary can make towards the successful running of the party.

Attracts Support

In his introduction to the tenth edition of *Party Organisation*, the National Agent wrote: 'A well-run party attracts support and can become a powerful instrument for influencing public opinion; a badly-run party is almost sure to be incapable of exercising any real influence on the course of events.'

Few would quarrel with that statement; but not enough of our parties take adequate steps to implement it. That party which elected the already over-burdened member as secretary is such a one, and the two members who kept quiet spotlight two of the problems which need tackling.

Let's take the second member's attitude. Like many others in the party, he tended to regard the secretarial duties as being a necessary but rather humdrum routine sort of job, less interesting and less important than some other roles in which he felt he would be better able to serve the party.

It had not occurred to him that the smooth running of his party, and its considerable influence and activity, were very largely due to the efficient management and 'back-stage' work of the secretary; that those duplicated minutes and reports, the orderly handling of correspondence and records, had made it possible for time to be spent discussing policy and local affairs, thus enabling the party to exercise that lead—and to have that impact on the public which he so much wanted.

So the first point I think we need to get over is that there must be a wider recognition that our secretaries are 'top-ranking executives' whose keenness and efficiency can make or mar the party they serve. I am not suggesting that by merely emphasising the status of the job we shall create a

large pool of potential secretaries, but I do think that it can help to alleviate the shortage of them.

Secondly, we've got to do something practical about it. We should be constantly on the look-out for likely potential officers, particularly amongst our younger members. In many parties, lack of patience and understanding still tends to freeze-out the youngsters. Their 'intolerable brashness, arrogance and/or ignorance' may be more easily tolerated if we cast our minds back to our own attitude at a similar age.

Give them a job to do—but don't leave them high and dry. Every secretary can—and should—delegate a good deal of work to others. The time spent on training them will be more than repaid. Although we have been thinking here mainly of secretaries, these comments obviously apply to other officers too.

In many constituencies, the rate of change-over of ward or L.L.P. officers is high enough to warrant an annual day-school on the duties of party officers. In the West Midlands region one of our residential week-end schools in the autumn is devoted entirely to this subject, and the applications for places already received is an indication of its need. Let us hope that more and more of our people recognise that *the Victory of Ideals still has to be organised.*

Progress in Yarmouth

YARMOUTH-ON-SEA, one of East Anglia's premier seaside resorts and gateway to the Norfolk Broads, seems far removed from the political scene at this time of the year. Most visitors are more concerned with enjoyment than party organisation.

Yet many of the arrangements made for their enjoyment and comfort are undertaken by a Labour-controlled council. Unlike most seaside resorts, this Norfolk constituency had a Tory majority of only 917 in the last General Election, and was held by Labour between 1945 and 1951.

Unfortunately, local members will tell you that it was constituencies like Yarmouth that put the 'meat' into the Interim Report of the Sub-Committee on Party Organisation (The Wilson Report), and that in 1955 they

failed to secure the seat because of poor organisation, no money and no agent. That was two years ago. That was rock-bottom.

Today, it is possible to report some progress, although there is still much to be done. A standard canvass system has been instituted where hitherto each ward and local party had been free to develop its own (with some really chronic results). This system has now been tried out in municipal elections in 1956 and 1957 and found to be satisfactory.

A card index of supporters is being built up from municipal canvass results and this is designed to reveal, ultimately over a ten-year period, voters who (a) consistently promise and vote; (b) promise but do not always come out; (c) float from election to election; and (d) are always doubtful.

★

Our aim is to accurately identify and follow up these categories, either for membership or for active support, by visits and the regular distribution of suitable literature.

Some attention has been given, too, to the training of personnel. A day-school has already been held for election workers, at which the canvass system and techniques of canvassing have been explained and demonstrated.

Membership has been substantially increased in the borough and our aim is to double this year the figure of 1,206, which was the number of members in the party in 1955.

Development is also taking place in the rural areas for, while 37,000 electors live in the borough of Yarmouth, nearly 16,000 are in the thirty parishes, which stretch nearly twenty miles inland. Here, progress is slow because repeated failures over the past few years (through lack of contact with the centre and difficulty in finding suitable officers) have made many village supporters loath to try again to form local parties or undertake active work.

But a chain of contacts is being built up in even the smallest hamlets, which will form the nucleus of an election team whenever elections come along. Where possible, these supporters are recruited into the party and some are made collectors. Many of these comrades are now undertaking regular distributions of literature in the villages.

This, therefore, is the position in Yarmouth. We have nothing spectacular to report, yet we are pleased to offer an assurance to the movement that, in this jet-age, the penny-farthing bicycle will not be seen again in this constituency.

ARTHUR CLARE

READING WARDS WILL CHANGE

reports FRANK SHEPHERD

IT had become 'cock-eyed' this business of the wards at Reading. Abbey ward was now mainly an electorate of shopkeepers. West ward was no longer the geographical western portion of the borough, whilst Church ward, once largely green fields and gardens, was now occupied with the bricks and mortar which house 20 per cent of the population.

Not since 1911, when Caversham was incorporated into the county borough, had any alteration been made in the ward boundaries. Biscuits, beer and seeds were the only industries which really counted at Reading in those halcyon days, three years before World War I. John W. Martin, solicitor, was Mayor, and he served a population of 87,693.

The impact of two major wars, the advantages of good rail and road approaches, combined with the natural amenities of the upper-Thames valley have contributed to the rapid development of the industrial and educational facilities of Berkshire's county town.

Tom Smart, retired engine driver, is Mayor this year and he presides over a population of nearly 118,000. No wonder the Labour-controlled council decided something must be done!

Agents Consulted

Soon Mr. G. F. Darlow, Town Clerk, was consulting with the Home Office, with Harry Gibbs the Labour Agent, with Colonel Shirley the Tory Agent, and with the charming lady who is part-time agent for the Liberals, but whose name I do not know.

The Town Clerk informed the council that:

(a) 'Once the council have submitted a petition asking for a redistribution of the wards they are not able to withdraw. The scheme arising from the petition will be made by the Commissioner appointed by the Secretary of State under the Act, and when the scheme is made the corporation will have to accept it, whether they agree with its contents or not.'

(b) 'In submitting their petition the corporation must decide whether they require a general election of councillors, or a general election of aldermen and

councillors, or whether they will incorporate in the petition their suggestions as to how the existing councillors could, in their view, continue to represent in the new wards as many of their former constituents as possible. The council cannot ask for a partial election of councillors; that is to say, they cannot assign existing councillors to some wards and ask for a general election in others. The council need not ask for a general election of aldermen unless they wish to do so, but can assign the aldermen to new wards.'

Scheme Agreed

Within a short time a scheme was submitted which commanded, with one small exception the unanimous support of the three political parties, and satisfied the Town Clerk in his capacity as Electoral Registration Officer.

In drafting the scheme the Town Clerk had made certain assumptions which appeared to him to be of fundamental importance. These included:

That each of the new wards should contain an electorate (an allowance being made for future development) as nearly as possible equal to the 'electoral quota' of 6,251, i.e., the figure arrived at by dividing the total electorate by thirteen. This 'electoral quota' can only be used as a guide because other considerations may make it impossible of attainment. It does, however, represent a basic figure which should, in my view, be borne in mind in drawing the boundaries of the new wards.

That in considering the composition of the new wards, it should be remembered that the electorate in the existing wards have become accustomed to vote together, and that where it is possible to place them in blocks or groups in the new wards this should be done.

That the new wards should have clearly defined geographical boundaries, that adequate and conveniently situated polling places should be available, and that where necessary the wards can be divided into appropriate polling districts.

The question of a 'ward electoral quotient' presented real difficulties because the Parliamentary Boundary Commission in its first general review has placed the Tilehurst ward of Reading in the Newbury constituency

and the East ward of Reading in the Wokingham constituency—a more inconvenient arrangement would be hard to find!

Despite these difficulties, which were not the fault of Reading corporation, a good, workmanlike scheme has been produced. In the new set-up Minster ward will have the smallest electorate viz: 5,432, and Tilehurst ward will have the largest electorate viz: 7,300.

Tradition has been allowed to play a large part in the naming of the new wards viz: Battle, Abbey, Castle, Katesgrove, Minster, Whitley, Christchurch, Park, Redlands, Caversham, Thames, Norcot, and Tilehurst.

So Reading will still have thirteen wards, thirty-nine councillors, and thirteen aldermen.

There will have been a Public Enquiry by the time this article appears in print, but I have no fear of the result. Later there will be a municipal general election and I have no fear of *that* result.

You too will hear it from the honeyed voice of the B.B.C. news-reader—'Labour retains control of the Council'!

OPERATION

'TORRIDGE'

Sound Opinion, organ of the Plymouth-Sutton Constituency Labour Party is described as a 'Labour Monthly', for members, by members'.

It is free—it is good—it is lively, and the liveliest article in the June issue is 'Operation "Torrige"'.

It describes how an expeditionary force set forth from the marginal seat of Sutton one lovely June Saturday and ventured forth into the blue interior of Devon.

The Commander-in-Chief was Alfred Sweetland, agent for Sutton, and his formidable force consisted of six highly skilled political commandos.

Forth went the Constituency 'Jaguar', complete with expeditionary force, the mighty voice of the amplifier and excellent ammunition in the shape of Party leaflets. At Tavistock the 'Jaguar' joined forces with another enthusiastic contingent, also complete with car.

We learn that although faulty communications delayed making immediate contact with Leonard Lamb, prospective Parliamentary candidate for Torrington, the constituency under attack, and Ted Short, Organising

Assistant in the South West, the necessary contacts subsequently were made—and forth they all went together.

The communique states that the first scene of attack was the village of Bratton Clovelly. Then Northlaw reeled under the onslaught.

Triumphant troops, hearing the 'cease fire', reformed their ranks and with a mighty drive forward stormed the 'Green Dragon'.

Strengthened by 'dry tack' and the fiery liquids from the sparkling bottles found in the cellars of the 'Green Dragon', the convoy moved forward at a smart pace to the astonished villages of Highampton, Beaworthy, Sheepwash, Patrockstow, and Merton.

After this vigorous effort, once again the inner man called for attention. Camp was struck amid the rural beauty of Devon. General Short, ever resourceful, produced his spirit stove and hey presto—hot tea and refreshments on the spot.

Plans Awry

Refreshed in body and mind the gallant company moved forward to the unsuspecting village of Taddipport. Then plans went awry. The advance car proceeded too quickly and at a fork in the road the rear vehicle turned left—left mind you—and sad to relate the expeditionary force was divided.

Take heart. The move to the left proved not fatal. Be it known that by Divine guidance, or supreme command, a wonderful pincer movement brought the troops together again in Torrington.

What a day—and the Sutton comrades enjoyed every minute of it.

Sutton is a marginal seat. It has a tremendous job to do in its own Constituency and it is doing it remarkably well. Yet this party is big-hearted enough, not only to spare the time and energy to carry out pioneer work in a Tory stronghold, but to meet the full cost, including the cost of the literature which was distributed.

The work done that sunny June day will have strengthened our cause in the Torrington constituency and has certainly given help to the hard-working candidate and those with him who keep the socialist flag flying.

Are there any Constituency Labour Parties in safe seats willing to volunteer to do a similar job in a reasonably nearby marginal or Tory stronghold? Every 'Operation Labour' in a marginal, or Tory safe, seat is strengthening our hand in readiness for the coming General Election. We are quite sure those taking part in such a day's work would enjoy it as much as Sutton members did in Torrington.

SIMS CHOOSES 'TIMES'

SO Bill Timms, bless his little beard, is an 'Imprint' devotee. He can have it. I plump for 'Times'.

As politicians argue over policy and agents get cross over canvass systems, so do typographers rant about type faces. Why not—so long as we base our arguments on commonsense?

Bill had quite a lot to say on the appearance of 'Imprint', and I accept it as a 'bread and butter' type face, held in stock by the majority of printers, and one that is in common usage. I like a little something on my bread and butter—something that adds to the taste as well as aids the digestion.

★ ★ ★

'Times' does just that.

I would not argue against the basis of Bill's argument as to what makes a good type face—only his conclusion. Indeed, a study of the two faces will show how complementary they are on fundamentals and yet, to me, 'Times' has that 'something' that makes that subtle difference.

Nor do I argue with Bill's historical background regarding type faces. It is nice to read in a journal such as the *Labour Organiser* information that makes people realise the printing industry has never been content to sit back on its laurels. It is always seeking out new ideas.

Not only does the industry seek new ideas, but spends a considerable amount on research, psychology, and physiology. Perhaps it is because of this I favour 'Times' as a type face for general use.

★ ★ ★

Let me tell you a little of its history. I doubt if any type face has had such thought and attention given to its design.

The *Times*, like all newspapers in the early '30's, was experiencing financial and circulation difficulties. The struggle for circulation and advertising revenue was becoming really keen; this on top of the depression prevailing through the country.

The *Times*, unlike other national newspapers, could not indulge in the cut and thrust of commercial life, nor lend its pages

to sensationalism. The dignity, authority and tradition of the paper had to be maintained.

Never a mass circulation newspaper, *The Times* nevertheless had to rely considerably on its advertising revenue. As readers will know, the bulk of its advertisements are classified, as against the displayed advertisement which appears in most newspapers—a point that had considerable influence in the designing of the type face.

The paper, while keeping its format over generations, had experimented with various type faces. Somehow or other none fulfilled all the requirements of those responsible for

This is
ABCDEFGHIJKLMNOPQRSTUVWXYZ

4
abcdefghijklmnopqrstuvwxyz

As a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3
abcdefghijklmnopqrstuvwxyz

This is
ABCDEFGHIJKLMNOPQRSTUVWXYZ

5
abcdefghijklmnopqrstuvwxyz

As a
ABCDEFGHIJKLMNOPQRSTUVWXYZ

4
abcdefghijklmnopqrstuvwxyz

6
The *Times* series comprises o
ranges, fr

The readability of 10 point 'T

ROMAN' FOR PRINTING

the paper's managerial, editorial, advertising, and circulation policy.

★ ★ ★

A joint memorandum was therefore requested from all departments. The management had to give its view on what it required from a type in the form of mechanical production; the editorial on its legibility; advertising on how best to cater for its rather specialised insertions. Circulation had to assess how, if changes were made in the paper, the readers were likely to react.

Research into all this took place. A balance had to be found between economical efficiency from the managerial side, legibility

and economy in the editorial sense, and the maximum results from the advertisements (both to the paper and from the public). At the same time it was necessary to try and increase the pleasure with which the reader turned to his newspaper—and the ease with which he read it.

It was also necessary for both management and editorial to take into account the status of *The Times*. It was not only that the paper was read for its views and articles, it was sometimes re-read and often quoted. It was also a paper that was filed for reference by many organisations and individuals.

★ ★ ★

All these problems had to be resolved in one type face! You can appreciate it was no easy task. Sir William Lister, F.R.S., the eminent oculist and ophthalmic surgeon to the King, was called in to advise on the physiological aspects of reading; the paper makers' views were sought; and the printing trade itself gave its opinion on such matters as what kind of type face stands up to direct printing, to stereotyping and other forms of reproduction.

As a result of these researches 'Times' was born, having been designed at their premises at Printing House Square, by Mr. Stanley Morrison. The Monotype Corporation being responsible for cutting the matrices. In October 1932 the world was startled (in spite of its being forewarned) when the new format appeared. Gone was the Gothic heading

The Times to THE TIMES

and its Ionic text type. In its place was this new type face with its slender yet clear-cut design, and its delicate yet dignified serifs, ascenders and descenders that eased the strain of those who read the paper.

After reserving to themselves the exclusive right to use the type face for twelve months, *The Times*, with their usual generosity, permitted the Monotype Corporation to place the entire family of 'Times' on the market.

During the period the type face was reserved by *The Times*, publishers and the public were able to test the virtues of the new type and they were quick to grasp its potentialities.

The Monotype Corporation call it the
(Continued on page 157)

Roman

WXYZ1234567890ABCR

&£abcdefghijklmnopqrstuvwxyz

ne

Imprint

STUVWXYZ 12345

ne

abcdefghijklmnopqrstuvwxyz

ne

Roman

ABCDEFGHIJKLMNQRSTUWV

ne

abcdefghijklmnopqrstuvwxyz&£

ne

Imprint

YZ1234567890ABCDEFGHIHN

ne

abcdefghijklmnopqrstuvwxyzfiff

ne

id, Italic, Bold Italic, in many
to 72 point

1 to that of 12 point 'Imprint'

Party Members have Duties too

.....

MMUCH has been written of the duties of officers. It might not be amiss to say something of the duties of members. The best officers in the world cannot function satisfactorily unless they are supported by members who loyally accept their obligations.

The most valuable members of the Labour Party are those who have not only signed the declaration of loyalty, but who thoroughly understand all they have undertaken in doing so.

Let us look at the meaning behind the conditions of membership as laid down in the rules.

The first requires a member to accept and conform to the Constitution, Rules, Principles, Programme and Policy of the Labour Party. In accepting this clause a member relinquishes any right to be a law unto himself.

He has become a member of a body of men and women who, while differing in their points of view, work together in the interests of the social democratic principles on which the Labour Party is founded.

The second condition of membership requires each individual member to be a member of a Trade Union, if eligible. We are often asked what is the meaning of the words 'if eligible'.

Union Membership

It is the responsibility of a Constituency Labour Party to determine eligibility for Trade Union membership, but a person who feels he has been unjustly dealt with has a right of appeal to the National Executive Committee who have the constitutional power to interpret the rules.

A broad interpretation of this rule is that when a party is deciding the eligibility of a particular individual, it should take into account whether there is a union catering for the kind of work in which the person is engaged and will accept him into membership.

A third condition is that a person must be a member of the Constituency Labour Party where he resides, or is registered as a local

government or parliamentary elector. The rules also lay down that he must exercise his membership rights in the ward where he lives, or is an elector.

There is a lot of objection to this rule, and we regret to say, that it is often ignored to the detriment of sound organisation. Members have a duty to comply with this rule. In so doing they are carrying out their political activities in the area where they exercise their electoral rights, which is a logical thing to do.

Spreading Organisation

They are helping to establish organisation in every electoral area and are helping to avoid a hundred and one troubles which arise from the members claiming the right to be active where they please.

The fourth condition of membership states quite clearly that a person who is a member of another political organisation, or an associate body of such an organisation, cannot be a member of the Labour Party.

That is fair enough. If he has already signed the declaration of loyalty to the Labour Party of his own free will he cannot, at the same time, be associated with a political organisation whose fundamental aims are not the same as those of the Labour Party. No man can faithfully serve two masters.

If a person is a member of the Labour Party and finds that its principles no longer satisfy him politically, the honourable course is to resign. If he comes in to the Party to disrupt and undermine its principles, he should not complain if the rules he has accepted are used to protect the Party.

Earlier articles have pointed out that it was the duty of officers to know the rules and standing orders of their parties. It is equally important that all members should be as well versed. It is essential, therefore, that the Constituency Labour Party should make a copy of its rules and standing orders available to every member. These should be supplied free of charge, or at a very low cost.

If a party cannot afford to have its rules printed locally, then it is not a costly business to purchase a supply of the appropriate model rules from Head Office and insert a

printed, or duplicated, slip indicating the local amendments and adaptations.

Rules and Standing Orders may not make light reading. They do, however, make for efficiency. Members who dutifully make themselves knowledgeable on these important matters place themselves in a very strong position.

They can be a source of great strength to good officers, and on the other hand are able to safeguard the interests of members when officers are not adhering to the Rules and Standing Orders.

Expedite Business

A member who is knowledgeable about procedure is also a valuable asset to the Party. Members, as well as officers, have a duty to expedite the business of an organisation. Members who take the trouble to learn about procedure can help a good chairman to facilitate business, just as their knowledge will help to keep dilatory officers on the straight and narrow path.

Every party should arrange schools periodically for those members who are anxious to learn about the conduct of meetings, and members can also teach themselves quite a lot by closely observing the actions of efficient officers, and by studying such books as Citrine's 'A.B.C. of Chairmanship', and Naylor's 'Rules and Conduct of Debate'.

Time is a most precious commodity. We are always condemning waste, and rightly so. The amount of time which is wasted in meetings is criminal. If you want to be a really useful member of the Labour Party

don't be a 'clutterbug', please don't!

What is a clutterbug? You will not find the definition in the dictionary, but a clutterbug is a person who clutters up meetings with unfinished business, because he does not know how to conduct himself in a meeting.

There is the important question of the attitude of members towards the officers they themselves have elected. It is the duty of members to give their officers loyal support in all their efforts to achieve success.

That does not mean that criticism of officers is barred. The best officers can, and will, make mistakes and are not beyond reproach. It is imperative, however, that what criticisms are made shall be made at meetings. What cannot be said there, is not worth saying, and had better remain unsaid.

Then there is loyalty to decisions. Officers put forward proposals to members generally on behalf of their Executive Committees. Alternatively, members themselves put forward proposals for consideration.

When members have supported proposals they have by no means finished their job. They have a duty to assist in carrying out the decisions which have been made. It is no good requesting officers to plan a membership drive, organise a garden fête, plan educational and propaganda events, and then fail to take part in them. There is a good old motto which says, 'Actions speak louder than words'.

The member who adopts a responsible attitude and is anxious to carry out his duties in a spirit of goodwill and with efficiency, is a major asset to the Labour Party.

Cambridge Has No Agent

THE city of Cambridge has about 61,000 electors, nearly one-third of whom are regular Labour voters. Once in our history (in 1945) we returned a Labour M.P.

So you see, we are neither safe nor marginal.

Over two years ago we found ourselves in the red and the services of our agent had to be dispensed with. We decided (or rather were forced), to try running the party on a voluntary basis. Nothing new in this, it's being done at other places and it's been

done in the past. For the record here's our way.

First carefully define the work of the key jobs, such as *Secretariat* (Secretary, Minutes Secretary, Assistant Secretary, Shorthand-typists), *Treasurer* (Book-keeper, Cash-box keeper, Hall lettings, Competitions), *Membership Secretary* (Index File keeper and *Canvassing Team* Organiser), Education and Youth Officer.

Each job is reviewed at the annual meeting and modified as necessary. This can be called the administrative side of the party. We concentrated on this job before turning

to the committee and ward organisations. We believe that every volunteer's time is very valuable; we therefore have allocated (what some might think considerable) money on buying modern office equipment. We now have four typewriters, an electric stencil machine and up-to-date card-indexing files. Next on the list is a tape-recorder.

As much correspondence as possible is done at our secretary's home, and although we have a reasonably central hall with office, it saves his time.

Grass Roots

You might think we are over-centralised, but we realise that the 'grass roots' of our party lie with the ward committees, Women's and Youth sections. We now have an effective ward organisation in each of our twelve wards. This is our biggest and hardest job.

The assistance of every member is requested for the task of helping those 'back-woods' areas where we sometimes think every house is Tory. In this connection we give priority to our Education Officer. He tries to get each ward to appoint its own Education Officer and this is gradually working out.

Perhaps our best 'buy' was the electric stencilling machine. We duplicate about 80,000 sheets per year, mostly about local problems. These 'news letters' are divided into two sorts. Firstly what we call 'The Citizen'—a quarterly (we hope soon a monthly), review of our activities, personalities and articles designed to keep members in touch with the Cambridge Labour Party.

And secondly 'Topic' aimed at the interested 'non-member'. This is about problems such as rent surcharge, or local rates relief for the university; all with some neighbourhood slant. They are usually written by our prospective candidate or Education Officer, with contributions from councillors when they have some special need for local news to be put over. (This latter is useful if the Press overlooks what was said in council.)

Personal Appeal

We often supplement national leaflets with a personal appeal from our own members (H-bomb Tests), or give more detailed information (Rent Act).

The 'Reading' system of a marked register is gradually being introduced in a modified form for local elections, and we find it especially useful for our 'Topic' distribution.

We have a 'Publicity' Officer who is busy

finding 'free' sites for posters, and we make as much use of our local paper as the Tory proprietor will permit. We have open-air meetings, and plan to include a 'Skiffle Group' to draw the 'crowd'.

We try to ensure that no person has more than two duties, and aim at one job for one person. As much routine work as possible is carried out by the Executive Committee under general directives from the General Committee, leaving this committee more time for purely political discussion (this also applies at ward level).

To sum up—define your jobs, select your key workers and then let them get on with the job.

J. HUGHES

CANDIDATES

THE following were endorsed as prospective Parliamentary Candidates by the National Executive Committee recently:

Tavistock	Mr. B. R. Weston
Isle of Ely	Mr. J. D. Page
Basingstoke	Mr. S. G. Conbeer
New Forest	Mr. R. C. Mitchell
Bournemouth East		
and Christchurch		Mr. J. D. Rutland
Isle of Thanet	..	Mr. H. A. Fountain
Melton	Mr. R. Gregson
Rushcliffe	Mr. N. D. Sandelson
Dorking	Mr. S. R. Mills
Surbiton	Mr. A. Imisson
Eastbourne	Mr. R. Groves
Stratford-on-Avon		Mr. J. Stretton
Barkston Ash	..	Mr. J. Pickles
South Angus	..	Mr. J. L. Stewart
Glasgow, Cathcart		Mr. J. Bayne
Glasgow, Hillhead		Mr. R. L.

McLaughlan



WITHDRAWAL OF CANDIDATURES

North Angus and	
Mearns	Mr. C. Buick
Roxburgh, Selkirk	
and Peebles	Mr. L. A. Morrison

YOUTH SECTION IS FEATURED

ANOTHER constituency publication worthy of special mention is that issued by the Newark Constituency Labour Party, *Progress*.

The agent is to be congratulated upon its neat and attractive appearance, and upon its interesting content which gives a complete picture of the work which is going on within the Constituency Labour Party.

Like other publications to which we have made reference, this duplicated monthly journal radiates a homely atmosphere. The Member of Parliament, the borough council, the local parties, Women's and Youth sections all enter the picture.

As the members read the content, all who contribute to the work in this very highly marginal constituency must feel it well worthwhile to be a member of the Labour Party, and that their efforts are appreciated.

Youth Profile

One of the most encouraging articles is about the Newark Youth Section. It appears under the heading of 'Youth Section Profile' and it reads:

'The time is both appropriate and opportune to turn the spotlight on the recently re-formed Newark Youth Section, who are now well on the way to their 1957 target of 50 members.

'John Weir, at 19 years of age, is Chairman, and has already established himself by good leadership. Johnny, a machinist in a local engineering works, plays a leading part in a local carnival band.

'An 18-year-old trainee accountant, Lawrence Aslin, is Secretary and is proving to be efficient and capable in this position.

'The Treasurer is 18-year-old Peter Bailey, who is a clerk in a maltster's office. Peter is most conscientious and is quickly building up the section's funds. He is a keen cricketer and footballer.

'The officers are assisted by a committee of five—three girls and two boys. They are Betty Weir, a 17-year-old clerk; Shirley Childs, a children's nurse, and 18 years of age; also a clerk, 17-year-old Ann Pemberton. The two boys are both 19-year-old apprentices—Neville Tipping, a draughtsman,

and Terry Trickett, an engineer.

'The oldest member of the section is 21-year-old Michael Godber, who, although he works regular night shift, attends every meeting. The youngest, David Usher, is not quite 16 years of age.

'Other members include: a student engineer, a railway apprentice, a garage apprentice, and a lad who works in a local glue factory.

'In the recent borough elections, three members—Tony Bryan, Gerald Lowe and Michael Clarke—were responsible for the folding and delivery of 12,000 leaflets, while several of the older members received their baptism in doorstep and committee room work.

'The section meets once a week and has a programme already planned into the Autumn, which is a happy blend of political, social and general interest. This happy band of youngsters have got off to a very good start, and the best wishes of the whole of the constituency are extended to them.'

A revised and enlarged edition of

PARTY ORGANISATION

now available

This new edition, in addition to recording constitutional changes that have taken place within the Party, has also been revised and enlarged to meet the present day requirements of our organisation

Price 1s. 6d. post free

**THE LABOUR PARTY
TRANSPORT HOUSE, SMITH SQ.
LONDON, S.W.1.**

How Labour Rose in Nottingham

THE story of the rise of the Labour Party in Nottingham begins away back in the 1880s, when certain individuals filled with the zeal of socialist ideals formed themselves into active groups in the city.

In 1885 John Burns contested West Nottingham as an S.D.F. candidate, but polled only 598 votes, and in that year a Mr. John Peacock was elected as a Socialist to the Nottingham School Board.

When the I.L.P. was formed in 1893, Nottingham provided a branch which pursued political activity and propaganda with fervour. This branch became the hard core of Labour Party effort, and their commodious rooms became a busy centre of Labour Party activities.

There are still surviving members of the old I.L.P. who have never lost their faith, and whose influence is still felt. Alderman Bowles, Mr. and Mrs. Frank Taylor, Alfred Marshall, Mrs. Martin, Jim Turner, and Thomas Green are but a few. They were a loyal band of people bound together by their common aims and the victimisation they suffered for their principles served only to drive them into closer unity.

Alongside the I.L.P., but with no specific political organisation, worked a group of progressive members of Trade Unions who in the main were attached to the Liberal Party, but who, when becoming candidates styled themselves Liberal and Labour, or 'Lib. Lab.'.

The Nottingham Labour Party was formed in 1906—and until 1919 the going was hard. Seats were won, but slowly. An I.L.P. candidate, with Labour Party support, won Manvers ward in 1908 and the following year Mr. Herbert Bowles became the first Labour Party candidate to be elected. He still serves on the city council.

The first secretary to the Labour Party was a Liberal councillor, but he held office for only six weeks, outside pressure becoming too much for him. Then followed a temporary secretary, John Taylor, until Stewart Rainbird was appointed part-time agent and secretary.

About 1920 a full-time agent and secretary, Robert Bury was appointed and the Party

moved to larger premises. The Party steadily rose in stature under his direction. Tom Roper was appointed secretary/agent in 1930, serving the Party well for 19 years. For the following four years Chris. Coffey held office until Tom Ives took over in 1953. Under all these the Party has gained in strength and importance.

Arthur Hayday

But to go back a bit in time. Arthur Hayday became the first Labour Member of Parliament, when he was elected in 1918. He soon made his mark in the political sphere, becoming Under-Secretary in the Ministry of Labour. In the General Election of 1931 Morgan Phillips created such an impression as a propagandist for Arthur Hayday in West Nottingham, that he was subsequently chosen by Central Nottingham to be their Parliamentary candidate. For three years after that Morgan Phillips was very active in Nottingham but when the election came in 1935 he had to withdraw as he had by then a full-time appointment with the Party.

The party first gained a majority on the Nottingham City Council in 1945. Control has see-sawed between the two major parties since then but it is expected that the present comfortable Labour majority of eight will be substantially increased in 1958.

Labour happily succeeded in all four constituencies in the 1945 General Election with Mr. Geoffrey de Freitas (followed in 1950 by Ian Winterbottom), Norman Smith, Tom O'Brien and Jim Harrison. In 1955 redistribution took its toll, and Tom O'Brien and Jim Harrison now retain two of the four seats.

How soon the next General Election will be, will determine the regaining of all four seats for Nottingham. That is our fervent hope. We look forward with confidence.

POSTAL VOTING

A pamphlet giving full details of postal and proxy voting. A leaflet designed for distribution.

THE POSTAL VOTE (12-page pamphlet)

One copy 4d.; 12 copies 1/8; 50 copies 3/-

POSTAL VOTING (2-page leaflet)

10/- per 1000 copies

Both post free

THE LABOUR PARTY — PUBLICATIONS DEPARTMENT

SALARY RISE FOR AGENTS

A GENTS are to have an increase of £25 on their basic salaries, following an agreement reached by the Adjustments Board, which was endorsed by the Labour Party National Executive Committee, at its meeting at the end of July.

The increase, which is to be paid from the 1st of July 1957, is to meet the rise in the cost of living since the last increase was given some 18 months ago.

The starting rate for Grade 1, to which all the constituency agents belong, is now £525 per annum, rising by six annual increments of £25 to £675.

The starting rate for Grade 2, to which belong a small number of agents, usually responsible for more than one constituency, is now £575 per annum, rising by six annual increments of £25 to £725.

In addition, all agents can qualify for the two service awards. An agent having reached the maximum of his grade and serving four years in the same post receives an additional £25 a year, and if he continues in the same post for a further four years he receives another £25.

A Grade 1 constituency agent, therefore, after having reached his maximum salary and serving continuously in the same constituency for eight years is entitled to a maximum salary of £725.

These scales represent minimum payments and local parties employing agents may pay more if they wish, and in fact quite a number do.

Buy these two important publications

- Election Charts and Forms
1/2d. post free
- Practical Illustrations of
Committee Rooms
1/8d. post free

Obtainable from the Publications Dept.

THE LABOUR PARTY - TRANSPORT HOUSE
SMITH SQUARE - - - S.W.1

(Continued from page 151)

most important new type design of the twentieth century and claim 'For the first time in typographic history since newspapers were invented in the seventeenth century, a type face specially designed for NEWS legibility was found to possess not only the clarity and quick discrimination-value of literal legibility, but also the subtler quality of *readability*. Through all the handicaps of news production, its inherent dignity and its crisp, sure treatment of curve and serif shone out with recognisable charm.'

Its text types range from 4½-point to 18-point. The various display sizes go up to 72-point. I would be prepared to wager that the 4½-point 'Times Roman', first introduced into the paper on 8th June, 1951, is as legible as 6-point 'Imprint'. When you realise how difficult it is to read small type, this is no mean achievement. To complete the range poster type is also available.

Have I any reservations on 'Times'? Yes, I have. For one who writes regular articles for our monthly journal, it takes many more words to fill one page of the *Labour Organiser*

ALL PEOPLE ARE TOP PEOPLE



There is such a thing as snobbishness in a newspaper. But not in the DAILY HERALD. The HERALD is the paper of the people, and because people are interested in sport as well as politics, and in film stars as well as serious news, the HERALD employs top journalists to write about everything that people are interested in. It employs top journalists because it believes **all** its readers to be **top** people, deserving of the best. And they get it and will continue to get it in the

DAILY HERALD

Margaret Gibb Retires This Autumn

MMARGARET GIBB, Women's Organiser in the Northern Region, is to retire in the Autumn, after 27 years on the Party's organising staff.

Margaret Gibb joined the Labour Party in her teens and for many years rendered yeoman service as a voluntary worker in Durham. It was here that she became active in the work of women's organisation and was elected to the Durham Women's Advisory Council, which was then working under the leadership of Lillian Anderson Fenn.

Married Propagandist

In the middle twenties Margaret married Tom Gibb, a well-known I.L.P. propagandist, who was appointed agent in Doncaster in 1920. In 1922, he went to Morpeth to be agent to Bob Smillie, then Member of Parliament for the constituency.

On their return from their honeymoon, almost the first letter they picked up from the door-mat was one addressed to Tom from the Constituency Labour Party expressing regret that it could no longer afford to maintain a full-time agent.

For a short time Margaret followed her old profession of teaching and became headmistress of a school in the village of Stevington, in Bedfordshire. Margaret and Tom were not out of political life for very long. Tom was appointed as agent for Sheffield Central in 1926.

Became Agent

Unfortunately for Margaret and for the movement, Tom Gibb died in 1927. Margaret was appointed to succeed him as agent at Sheffield Central. She carried on with her duties and made a great contribution to the winning of this seat at the 1929 General Election, when P. C. Hoffman was returned to the House.

In 1930, Margaret Gibb was appointed as Women's Organiser for the North-Eastern area, which at that time covered the whole of Northumberland, Durham and Yorkshire. This was a vast area, but she proved to be a very worthy successor to Lillian Anderson Fenn.

In 1942, the area was divided and Margaret, who had been living in Sheffield

for many years, could not resist the temptation to go back to her own folk in the Northern counties, where she served the movement with outstanding ability.

An Original Election Address

CRITICISMS of the formal election address are frequently heard. Among those who run elections there is scepticism about whether many electors ever bother to open the address, let alone read it.

In recent years note has been taken of the advice, freely offered by those who know about these things, to use more than one colour in printing, to take advantage of unusual sizes and folds, to be generous with illustrations and, above all, to keep it short.

Despite this most agents are content to follow traditional lines and to produce an address which is so dull as to raise doubts about whether it is worth the cost and effort.

In a recent local council by-election in Sandwich, Dick Knowles, the Dover agent, dispensed altogether with the ordinary election address. In its place he published a most attractive and effective piece of propaganda.

This took the form of a leaflet 10½ in. by 7 in., which folded horizontally. On the front page was reproduced an old print of a Sandwich scene and the words 'Overheard—IS THIS BY-ELECTION NECESSARY?'. When opened the inside of the leaflet made one continuous page. The back page followed the usual style and gave the names of the Labour candidates and polling information.

Most people who picked up this leaflet would open it and would be almost bound to read the dialogue, which formed its contents. This is reproduced on the opposite page of this issue of the *Labour Organiser*.

We described this leaflet as 'effective'. At least, Labour won two seats in the by-election in which it was used.

"Yes!"

Two Aldermen and one Councillor have resigned" . . .

"When was this?"

"A few days after the May election."

"Couldn't they have resigned before and saved the town the cost of another election?"

"That's a fair question. Why don't you ask THEM? My opinion is that they were afraid of losing seats to the Labour Candidates."

"By the way, who are the three Labour Candidates this time?"

"Well, you know Fred Ratcliffe, Chairman of the local Labour Party. He works on the camp and lives in Burch Avenue."

"Isn't he the chap who manages Polder's Football Club?"

"Yes, and he is an active member of the N.U.G.M.W."

"Well, he should shake the Council up a bit."

"Then there's Pauline Leith. She's the Secretary of the local Labour Party, and is very interested in welfare work."

"Is she the woman who runs the St. John's Medical Comforts Depot?"

"That's right."

"We could do with a young housewife on the Council. Who is the third one?"

"Fred Daniels, the Vice-Chairman of the local Labour Party."

"Oh! I have known him a long time."

"Yes. He has lived in the district for over 30 years, and is a local insurance agent."

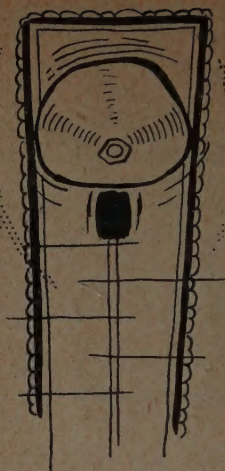
"He's a sound chap, and has experience of Local Government."

"We need a few more to help Bill Baxter and Don Pettet in their efforts on the Council, and with this new 'Rent Advice Bureau' that they have set up."

"When is Polling Day?"

"Monday, July 1st. Don't forget."

"I won't, and I shall vote Labour."



SWELL YOUR FUNDS

and please *everybody* !

Here is a sure way of raising those badly needed funds. Our "Festival Bumper" packs of 12 assorted Christmas Cards cost you only 27/- per dozen (incl. P.T.) and they re-sell at 3/- per pack, giving a clear profit of 9/- per dozen packs. As all the cards are well designed, beautifully coloured and with matching envelopes, you will find them easy to sell — and your customers will be delighted with the very good value.

- **No immediate outlay** — monthly accounts for all constituency parties.
- **Free carriage and packing** (min. order 1 doz. packs.)
- **Delivery by return.**
- **Repeat orders** accepted up to December 10th.
- **4 GIFT TAGS FREE** in every pack.



Agents and Local Secretaries are invited to apply, on official letterheads, for free sample pack and full details

A3 IVORY CARDS
69 Wardwick, Derby
Telephone 44385